

Amendments to the Claims:

1. (currently amended): A method for utilizing a title signal contained in digital data through a comparison of the title signal to a player signal stored in a player device, the method comprising:

downloading the digital data having the title signal via an Internet connection, wherein the title signal is carried with digital watermarking encoded in the digital data, **in which the digital watermarking is carried in the digital data through alterations to data representing the digital data;**

transferring the downloaded digital data to the player device;

detecting, at the player device, the title signal in the **digital data, the player device comprises a multi-purpose electronic processor configured as a detector, and said act of detecting utilizes the detector;**

comparing the title signal to the player signal; and

performing an action based upon the comparison.

2. (original): The method of claim 1, wherein the digital data is streaming audio or video data.

3. (original): The method of claim 1, wherein the player signal is indicative of an attribute of the device, device user, data, or data owner.

4. (previously presented): The method of claim 1 further comprising:

decoding the digital watermarking to obtain the title signal.

5. (previously presented): The method of claim 4, wherein the digital watermarking contains a copy protection subsignal of a predetermined number of bits, the title signal being a portion of the predetermined number of bits unused by the copy protection subsignal.

6. (original): The method of claim 1, wherein the action is performed if the title signal matches the player signal.

7. (original): The method of claim 6, wherein the action is to inform the device user of the match and at least one consequence thereof.

8. (original): The method of claim 7, wherein the consequence is informing the user of the winning of a prize.

9. (original): The method of claim 7, wherein the digital data is digital video data.

10. (currently amended): The method of claim 7, wherein the digital data **comprises** ~~[[is]]~~ digital audio data.

11. (original): The method of claim 7, wherein the action is to inform the device user of the match and of the player signal.

12. (original): The method of claim 3, wherein the player signal is indicative of a device number.

13. (currently amended): The method of claim 1, in which ~~further comprising encoding the title signal~~ **is encoded with the digital watermarking** in a time varying manner.

14. (previously presented): The method of claim 3, further comprising inputting the player signal to the player device prior to the act of comparing.

15. (original): The method of claim 6, wherein perfect matching between the title signal and player signal is necessary in order to perform the action.

16. (original): The method of claim 6, wherein imperfect or approximate matching between the title signal and player signal is permitted in order to perform the action.

17. (original): The method of claim 6, wherein the title signal and player signal contain at least two fields, each field comprising a group of bits, wherein matching of fields between the title signal and player signal is permitted in order to perform the action.

18. (original): The method of claim 1, wherein at least one title signal which when compared to the player signal evokes the performance of the action.

19. (original): The method of claim 1, wherein at least one title signal which when compared to the player signal evokes the performance of the action, is chosen to match at least one targeted demographic group.

20. (original): The method of claim 1, wherein the action is performed if the title signal matches the player signal and the action is to inform the device user of the match.

21. (previously provided): The method of claim 1, wherein the player device is a personal computer and the act of transferring comprises storing the downloaded data to a recordable medium readable by the player device.

22. (previously provided): The method of claim 21, wherein the acts of detecting, comparing and performing are performed after the act of storing is completed.

23. (previously provided): The method of claim 21, wherein the acts of detecting, comparing and performing are performed after the downloaded digital data is partially stored such that the title signal is available for use in the method before the act of storing is completed.

24. (previously provided): The method of claim 1, wherein the player device is a personal computer and at least the act of detecting is performed in real time as the digital data is downloaded.

25. (currently amended): A method for utilizing a title signal contained in digital data through a comparison of the title signal to a player signal stored in, or available from, a personal **computing device**, ~~computer~~, the method comprising:

providing the digital data having the title signal;

detecting, at the personal **computing device**, ~~computer~~, the title signal in the data, **the personal computing device comprises a configured multi-purpose electronic processor, and said act of detecting utilizes the configured multi-purpose electronic processor;**

comparing the title signal to the player signal; and

performing an action based upon the comparison, **in which the player signal expires after a predetermined time such that it is no longer useful for comparison to the title signal.**

26. (original): The method of claim 25, wherein the action is performed if the title signal matches the player signal.

27. (currently amended): The method of claim 26, wherein the action is to inform ~~a~~ the personal **computing device** ~~computer~~ user of the match and at least one consequence thereof.

28. (original): The method of claim 27, wherein the consequence is informing the user of the winning of a prize.

29. (original): The method of claim 27, wherein the action is to inform the personal computer user of the match and of the player signal.

30. (currently amended): A method for utilizing a title signal contained in a computer readable set of instructions through a comparison of the title signal to a player signal stored in, or available from, a personal **computing device,** ~~computer,~~ the method comprising:

providing the computer readable set of instructions having the title signal;
utilizing a configured multi-purpose electronic processor, detecting the title signal in the computer readable set of instructions;
comparing the title signal to the player signal; and
performing an action based upon the comparison, **in which the action comprises at least informing a computing device user of the comparison or a consequence of the comparison.**

31. (original): The method of claim 30, wherein the action is performed if the title signal matches the player signal.

32. (currently amended): The method of claim 31, wherein the action is to inform the personal **computing device** ~~computer~~ user of the match and at least one consequence thereof.

33. (original): The method of claim 32, wherein the consequence is informing the user of the winning of a prize.

34. (currently amended): The method of claim 32, wherein the action is to inform the personal **computing device** ~~computer~~ user of the match and of the player signal.

35. (currently amended): The method of claim 34, wherein the computer readable set of instructions having the title signal contained therein is provided to the personal **computing device** ~~computer~~ by downloading via an Internet connection.

36. (original): The method of claim 25, wherein the player signal is embedded within the computer readable set of instructions.

37. (currently amended): The method of claim 25, wherein the act of detecting comprises computing the player signal from the information available from the personal **computing device.** ~~computer.~~

38. (previously provided): The method of claim 25, wherein the act of comparing is performed by a subset of instructions contained within the computer readable set of instructions.

39. (currently amended): A method for utilizing a title signal contained in a computer readable set of instructions through a comparison of the title signal to a player signal stored in, or available from, a personal computing device, the method comprising:
providing the computer readable set of instructions having the title signal, The
~~method of claim 25, wherein~~ **in which** the computer readable set of instructions represents an application program executable by the personal **computing device**;
detecting the title signal in the computer readable set of instructions, computer,
~~wherein~~ **in which** the personal **computing device comprises a** ~~computer has an~~ **software**
operating system for launching the application **program**, and wherein the act of detecting is performed by the **software** operating system **operating on a multi-purpose electronic processor**;
comparing the title signal to the player signal; and
performing an action based upon the comparison.

40. (previously provided): The method of claim 39, wherein the operating system also performs the acts of comparing and performing.

41. canceled.

42. (currently amended): The method of claim **25** [[41,]] further comprising updating the player signal for comparison to the title signal.

43. (currently amended): A method for utilizing a title signal contained in digital data to be input into a computer readable set of instructions through a comparison of the title signal to a player signal stored in, or available from, a **computing device, in which the computing device comprises a multi-purpose electronic processor,** ~~personal computer,~~ the method comprising:

providing the digital data having the title signal;

inputting the digital data to the computer readable set of instructions;

utilizing the multi-purpose electronic processor configured with the computer readable set of instructions, detecting the title signal in the digital data;

comparing the title signal to the player signal; and

performing an action based upon the comparison of the title signal to the player signal, in which the action comprises at least informing a computing device user of the comparison or a consequence of the comparison.

44. canceled.

45. canceled.

46. (original): The method of claim 45, wherein the consequence is informing the user of the winning of a prize.

47. (currently amended): The method of claim 43, wherein the action **further comprises informing the computing device user** ~~is to inform the personal computer user of the match and~~ of the player signal.

48. (original): The method of claim 43, wherein the computer readable set of instructions is a word processing application program and the digital data is a document read thereby.

49. (currently amended): A method for utilizing a title signal contained in digital data and a player signal stored in a player device, **the player device comprises an a multi-purpose electronic processor,** the method comprising:

receiving an encrypted ~~encrypting the~~ title signal **at the player device, the encrypted title signal having been encrypted with** ~~using~~ a private key;

utilizing the multi-purpose electronic processor configured as a detector, detecting, at the player device, the title signal in the data;

decrypting the encrypted title signal using the player signal as the private key;

determining if the result of the act of **decrypting** ~~decryption~~ results in the title signal; and

performing an action based upon the determination.

50. (original): The method of claim 49, wherein the action is performed if the result of the decryption results in the title signal.

51. (currently amended): The method of claim 50, wherein the action is to inform a ~~the~~ device user of the determination and at least one consequence thereof.

52. (original): The method of claim 51, wherein the consequence is informing the user of the winning of a prize.

53. (new): A computer readable media comprising instructions stored thereon to cause a multi-purpose computer processor to perform the acts of detecting, comparing and performing as recited in claim 1.

54. (new): A programmed player device storing instructions in memory, said instructions are executable by said programmed player device to perform the acts of claim 49.

55. (new): A computer readable media comprising instructions stored thereon to cause a multi-purpose electronic processor to perform the acts of claim 49.

56. (new): A programmed personal computing device storing instructions in memory, said instructions are executable by said programmed personal computing device to perform the acts of claim 30.

57. (new): A computer readable media comprising instructions stored thereon to cause a multi-purpose electronic processor to perform the acts of claim 30.

58. (new): A programmed personal computing device storing instructions in memory, said instructions are executable by said programmed personal computing device to perform the acts of claim 25.

59. (new): A computer readable media comprising instructions stored thereon to cause a multi-purpose electronic processor to perform the acts of claim 25.